

Summer Youth Employment Report



03	Message From Mayor Andre Dickens Odie Donald II, Chief of Staff and Janean Lewis, Sr. Director of
	Youth Engagement

Summer Youth Employment Program
3,000 Opportunities

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WWW.ATLYOUTHENGAGE.COM



MESSAGE FROM

ANDRE DICKENS, MAYOR

It is with great pleasure that I present the results of the first **Summer Youth Employment Program (SYEP)** executed by my administration. My team is laserfocused on providing opportunities to prepare our young people for our ever-changing world. This task is too big for us to do alone.

This summer, I called on our business and non-profit partners to provide 3,000 opportunities for young Atlantans through SYEP - and they did just that. Through the City's various departments, private sector partners, and non-profit organizations more than 3,500 opportunities were provided to Atlanta youth with slightly more than 3,000 youth embarking on a summer job through this collaborative effort.

We officially launched SYEP with Signing Day, highlighting the City and business community's commitment to employing Atlanta's youth. The employer partners that were present – including Coca-Cola Bottling United, The Fox Theatre, Georgia Aquarium, Accenture, NCR, AT&T, and IKEA – signed a pledge stating that they were committed to meeting Mayor Dickens' challenge. Overall, nearly 100 businesses signed on to help us reach our goal.

Because of this commitment, Atlanta youth received a variety of diverse experiences ranging from film and entertainment, financial literacy, de-escalation, STEM preparation, robotics, and retail to name a few. While many of our young people received their first of many work experiences, our staff also received a variety of lessons learned and best practices that will help improve and grow the program moving forward.



As we quickly begin to prepare for the launch of SYEP 2023, I am thankful for the many partners across our community who stepped up to provide these experiences for our youth.

It is my belief that the experiences provided and the lessons learned will equip these youth with the tools necessary to continue recovery from the negative impacts of the global pandemic, a successful transition into the world of work and entrepreneurship, and preparing the future leaders of our great city.

Please accept this report as a summary of our initial efforts.







MESSAGE FROM



ODIE DONALD II
CHIEF OF STAFF



JANEAN LEWIS

SR. DIRECTOR YOUTH ENGAGEMENT

For more than two years, cities across the nation have worked to recover from the negative impacts of the global pandemic. The implementation of summer youth employment programs have provided positive results, disrupting issues exacerbated by the pandemic including truancy and youth violence. Nationally, results of successful summer youth initiatives have resulted in increased school attendance and graduation, exposure to new career possibilities, and for many of the participants, permanent job placements.

Mayor Dickens recognizes how critical it is to invest in the development of our youth and has exemplified this commitment in various ways. This year, Mayor Dickens challenged his cabinet and city businesses—small and large—to ensure 3,000 job opportunities were available to youth over the summer, and we were excited and ready to get to work.

This summer, youth were exposed to meaningful and innovative job experiences, soft skills training, entrepreneurship training, and STEM education. From learning the inner workings of government through the Mayor's Office and various government departments, to gaining hands-on experience through our suite of signature programs our youth were introduced to the world of work. Thanks to the commitment of our partners, more than 3,000 young adults participated in robotics, coding, augmented reality, and the city's growing film industry.

We are proud of the commitment and collaboration exhibited by staff, community partners, and business stakeholders to ensure that Mayor Dickens' goal to make Atlanta "the best place in the nation to raise a family" becomes a reality. As we present the findings of our inaugural effort, I am excited for the opportunity to build upon this initial effort as we endeavor to deliver on the Mayor's declaration that 2023 will usher in the *Year of the Youth*.

Every child has a dream. Their dream shifts and evolves as they grow and mature. A child's dream for themselves takes shape in response to the world they directly experience and the one they know is possible. Children's dreams become adolescent aspirations and later evolve into young adult lifegoals. While it costs nothing to dream, there must be an intentional effort to provide the education, enrichment programming and career exploration necessary for a child's dream to take shape.

It is my privilege to lead the Mayor's Division on Youth Engagement and serve as the programmatic lead for the 2022 Summer Youth Employment Program. Over 3,000 opportunities, ranging from academic internships to skills-trade apprenticeship training, were made available in 2022. Atlanta's youth earned wages and stipends in positions across city government, in small businesses, with large corporations, and with non-profit organizations. Mayor Dickens posed the challenge and Atlanta's employers answered the call.

The 2022 Summer Youth Employment Program served to provide safe spaces for youth and young adults to enjoy the summer while advancing their craft and propelling closer towards their goals. While there are impactful enhancements prepared for the next summer, we celebrate the success of the inaugural program and remain committed to serving Atlanta's youth and young adults.







YOUTH EMPLOYMENT OPPORTUNITIES

The City's Summer Youth Employment Program (SYEP) was designed to provide opportunities to explore career interests and build work-related skills. Our youth participants developed marketable skills through hands-on work experience and earned wages and stipends through paid internships and employment within a variety of industries, including positions within the City of Atlanta government.

The summer employment program officially launched in May 2022 and was active through August 2022.

In order to meet the program's eligibility criteria participants must be:

- 14 24 years old, and
- · A resident of the City of Atlanta
- A Youth Work Permit (Only for 16 and under)
- Conduct an interview with the business unit's hiring manager
- Successfully complete the SYEP onboarding process and any hiring requirements of the business entity

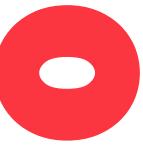
It is important to note that out-of-school youth participants ages 18 - 24 were eligible to receive full-time, permanent placement if they met the hiring organization's needs.

Once the applicants completed online registration, they could apply to open positions on the SYEP job board: www.atlyouthengage.com. Participants were also nominated for positions through an internal "matching" process, where their name, phone number, and email address was sent directly to employers. Many participants were hired directly by employers for summer jobs.

To ensure all participants were well prepared and ready to work, the City hosted orientations that not only covered standard protocols for summer employees but also topics of de-escalation, conflict resolution, integrity in the workplace, and effective communication.





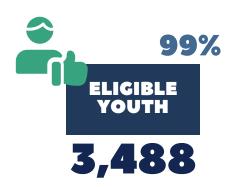






SYEP HIGHLIGHTS







The City of Atlanta successfully placed **86.2**% of eligible youth in paid employment and internship opportunities across Atlanta. The program received over **3,500 applicants** and **99**% met all eligibility requirements of the summer youth employment program and the hiring business' criteria which could include interviewing, drug testing, and more.



Over **150** local Atlanta businesses registered and approved to offer Atlanta youth jobs throughout the metro area. SYEP participants were exposed to **93** worksites in various industries.







SYEP HIGHLIGHTS

SALARIES AND STIPENDS



\$1.4M+ PAID BY CITY OF ~\$2.5M

PAID BY EXTERNAL BUSINESSES AND PARTNERSHIPS



SALARY RANGE

\$9 - \$40*



AVG HOURLY SALARY

\$16.63*



AVG#OF WEEKLY HOURS

25*

*Based on salaries and stipends paid by the City of Atlanta







SYEP HIGHLIGHTS



500 MARTA Breeze Cards

Through our partnership with MARTA, transportation supportive service was able to issue up to 500 Breeze Cards for all Summer Youth Employment Program (SYEP) participants, upon request.



17% of Summer Youth Employment Program (SYEP) participants did not have Internet Access and leveraged Worksource Atlanta facilities to access the internet for SYEP purposes such as complete onboarding or access orientation materials.



69%

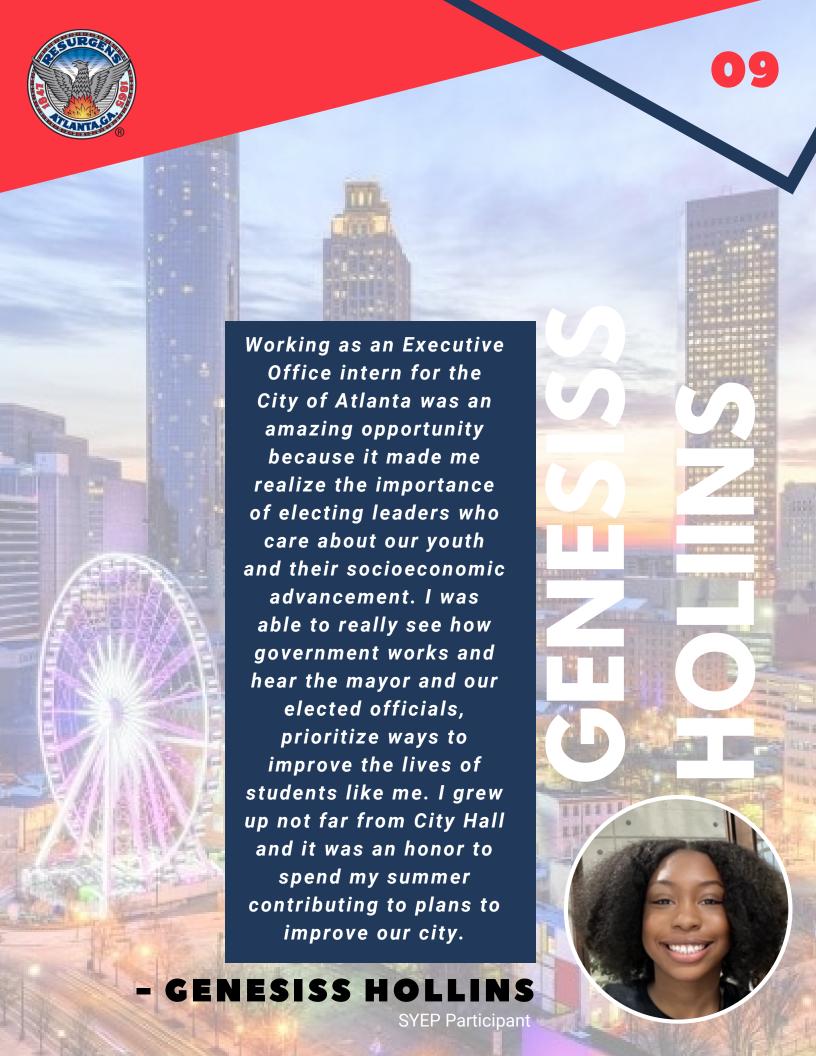
69% of Summer Youth Employment Program (SYEP) participants opted to receive payroll via a City of Atlanta PayCard.



31% of Summer Youth Employment Program (SYEP) participants opted to receive payroll via their personal bank as a Direct Deposit.









YOUTH SPOTLIGHT

GENESISS HOLLINS

Gensiss was an Executive
Office intern. She attended
meetings with Mayor Dickens,
supported community events,
participated in a learning
exercise and visit with the U.S.
Secretary of Education, and
volunteered to support Training
Day workshops hosted by the
Mayor's Nightlife Division.

During the Training Day workshops, Gensiss got to experience first-hand how the City is offering resources to bar and club owners and employees to learn how to de-escalate violence, administer first aid, respond to emergencies and create one safe city.

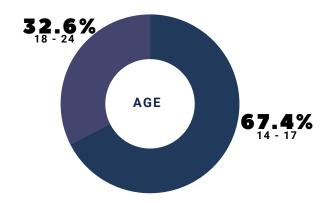
She is a graduate of Maynard H. Jackson High School and is a freshman at Spelman College.

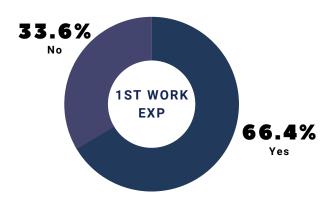


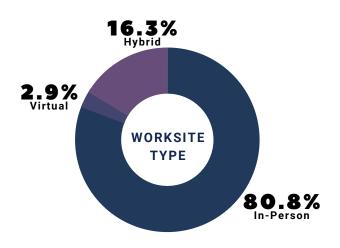


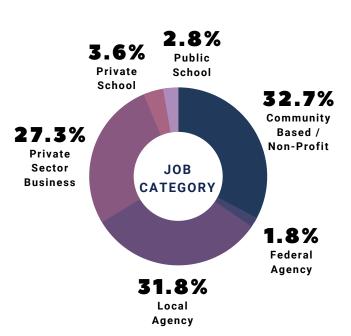


BY THE NUMBERS















SURVEY SAYS...



OF HOSTS HAD POSITIVE YOUTH ENGAGEMENTS



OF HOST EMPLOYERS SAY THEY WILL PARTICIPATE IN THE CITY OF ATLANTA'S SYEP NEXT YEAR



OF HOSTS SATISFACTORILY RANKED THEIR OVERALL EXPERIENCE WITH THE 2022 SUMMER YOUTH EMPLOYMENT PROGRAM

4.38

SYEP RANKED 4.38 OUT OF 5
BY HOST EMPLOYERS







SIGNING DAY

MAY 27, 2022

On May 27, 2023, several high-level executives from local businesses joined Mayor Dickens at City Hall to participate and witness the signing of the Summer Youth Employment Pledge. This pledge was a formal declaration by each business showing their committed and dedication to making job opportunities available to up to 3,000 youth, ages 14 to 24 as part of the Mayor's initiative.

EXTERNAL PARTNERS



















INTERNAL PARTNERS











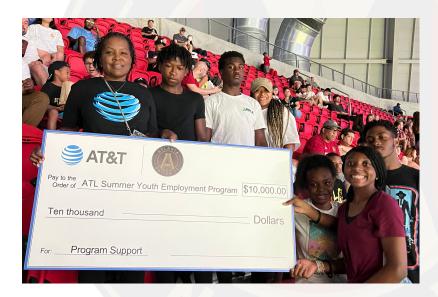




PARTNERSHIP SPOTLIGHT

On July 9, 2022, United Atlanta invited 100 summer youth employment participants, and their families, to the Mercedes-Benz arena to enjoy the match against Austin FC.

During an amazing half-time honor, AT&T presented the Mayor a check for \$10,000 as one of two donations they made to the Summer Youth Employment Program totaling \$40,000.











SYEP ORIENTATION

The City of Atlanta Summer Youth Employment Program (SYEP) offered live and in-person orientation for all incoming SYEP Youth participants.

- Professional Communication
- Workplace Integrity
- Conflict Resolution & De-escalation
- Worksite Safety and Security
- Attendance and Leave
- Employee Conduct
- Employer/Employee Rights and Responsibilities

The orientation focused on social and behavioral expectations and best practices, complete with assessments, for new hires within the Summer Youth Employment Program.









3 WAYS TO
DEMONSTRATE INTEGRITY
IN THE WORKPLACE









FILM PRE-APPRENTICESHIP

The Set South Atlanta Youth Training Program was one of the signature programs that took part in the Mayor's Summer Youth Employment Program. The Atlanta Mayor's Office of Film & Entertainment (AMOFE) community engagement platform that services productions and acts as a liaison to the constituents who engage in or are impacted by Atlanta's entertainment business. The Set South Atlanta Youth Training Program is a new workforce development initiative developed in partnership with the City of Atlanta and the Georgia Film Academy.

The purpose of this program is to provide City of Atlanta residents with training to become a Production Assistant on television and film productions. Production Assistants, or PAs, are the backbone of every production, and the training position is a fundamental step toward building a career in the film industry. The training program will help remove barriers to entry-level positions in a highly competitive field by connecting Atlantans to critical training, resources, and experiences for career success.

Upon completion, The Atlanta Mayor's Office of Film & Description (AMOFE) and the Georgia Film Academy will support the trainees as they seek employment









DE-ESCALATION AND SOFT SKILLS PROGRAM

Chess and Community is a youth development nonprofit organization that engages youth in critical thinking, problem-solving, and conflict resolution. Their programs expose youth to new opportunities and prepare them to lead. Chess and Community partner with the City of Atlanta to employ and impact youth by bringing Robotics (Problem Solving) and Chess (Critical Thinking) to the Summer Youth Employment Program via the Pawn Accelerator.

Pawn Accelerator (PA) is a Robotics, Coding, and Chess program that educates youth on the foundations of emerging technology. We cultivate students; critical thinking and problem-solving abilities to prepare them for innovation and the future workforce. Exposure to cutting-edge technology will impact students' personal development, their trajectory for future careers, and their overall academic success.

This program helps to increase student development in the following areas:

- Problem Solving
- Critical Thinking
- · Peer Learning/ Teamwork
- Communication
- Robotics Literacy
- Engineering Literacy
- Coding Literacy
- · Technological Innovation
- Drone Aerodynamics
- Career Exposure and Readiness







##memik

STEM ATLANTA

STEM Atlanta, coordinated by Memik, is a new type of social media platform. It harnesses patent-pending Augmented Reality (AR) technology to make sharing and discovering new dances, music, fashion (and more!) addictively fun.

Memik partnered with the Summer Youth Employment Program to expose youth participants to the future of work, through an immersive experience that centers around the intersection of music, gaming, technology, and culture.

Over the course of the program, students were exposed to topics each week that progressed toward the end goal of developing and launching a product and marketing campaign and hands-on activities.

Participants are introduced to a host of influential partners who presented to the students and exposed them to career paths related to technology.

Topics covered:

- · Game Design, AR, Avatar Design
- Music Production, Dance, MoCap, and Artificial Intelligence
- Developing a marketing campaign, video production, and social media (activations)









HEY! HYDRATE KIOSKS



HEY! Hydrate Kiosks

Helping Empower Youth "HEY!" - a youth leadership development organization that teaches teens job readiness and entrepreneurship skills - was selected to operate a green, brick-and-mortar kiosk as part the Department of City Planning's public kiosk program. The HEY! HYDRATE Kiosk provides young male water entrepreneurs a physical location earn money in a safe and secure location. Located in front of the Georgia-Pacific Building along Peachtree Street, the HEY! HYDRATE Kiosk is providing 25 young water entrepreneurs with the opportunity to sell professionally branded "HEY! HYDRATE" purified water bottles in the heart of downtown's business district while

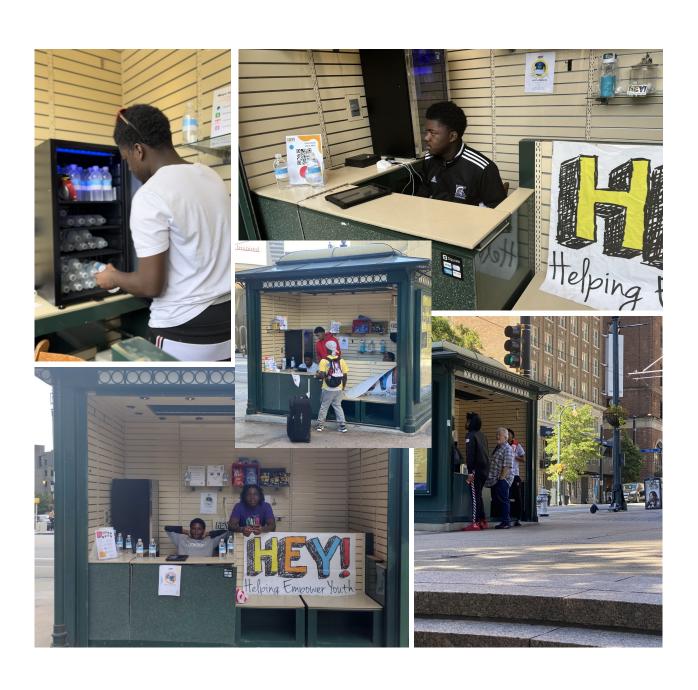
also providing them with lifelong business skills.

The HEY! HYDRATE Kiosk provides real-world training and sales space that enables the Helping Empower Youth organization to teach young adults vital business knowledge including retail operations, customer service, salesmanship, understanding inventory, marketing and branding. The program prepares these young people for future success and in turn helps address the issues of poverty and violence facing communities. This partnership provides an opportunity and solution for these youth that may otherwise be selling water bottles in unsafe areas along corners and intersections throughout the city.





HEY! HYDRATE KIOSKS





During my Summer Youth Employment Program experience working with the Mayor's Office of Communications at city hall, I gained insight within the communications field, which ended up being extremely eye-opening because I want to work in the field in the future. I learned what it takes to complete tasks by a target date. Using the money earned I could start a t-shirt business over the summer that ended up being really successful. The experience definitely taught me a lot and led to new opportunities, definitely worth it!

-JACKSON DANCY

SYEP Participant



HOUSING INNOVATION LAB CAPSTONE PROJECT







Capstone Project

The Department of City Planning (DCP) challenged and inspired students with an immersive experience in various areas of our municipal operation by lining up the interns based on their areas of study/experience/interest. DCP hired fifteen (15) summer youth employment program participants in the following areas:

- Business Operations: Financial management, data analytics, open records, arboricultural health, development impact fees
- Housing: (Housing Innovation Lab, Forest Cove, housing health in ATL, housing access, policy, ADUs, etc.
- Office of Building: (Building Permitting)
 Trade permits/Plans/Customer Service
- NPU: Community Revitalization
- Office of Design: Historic Preservation
- GIS: Mapping Analytics









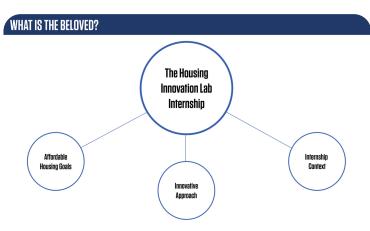
HOUSING INNOVATION LAB CAPSTONE PROJECT



Building the Beloved Internship Recap – Summer 2022

Leah Cabrera, Colin Delargy, Ryan Turner-Brady





Capstone Project



Each intern was assigned to a group and given various tasks throughout their internship. This culminated with two days of impressive presentations by a most impressive group of scholars. They talked about themselves, their studies, their individual assignments with us, and what they contributed to the department. This has been by far the most involved group of interns we've seen. Ranging from college freshmen to graduate students, we had a variety of exceptional talent this past summer.

Near the program's end, we heard from each of the interns (either individually or in groups) about their overall experience, the project/s on which they worked, and what they gained. Interns presented before staff, managers – including DCP acting commissioner and peers – who watched via Microsoft Teams link. After each presentation, staff had the opportunity to either ask questions and/or make comments. From start to finish, we were enthralled with the intellectual savvy and collective prowess of the group.



YOUTH SPOTLIGHT ATLGBTQ

Mayor's Division of LGBTQ Affairs

Over the summer, Zachary Owen interned in the Mayor's Division of LGBTQ Affairs. During this time, Zach supported the mission of the Mayor's Division of LGBTQ Affairs through policy research and drafting, event planning, community engagement, and much more.

Zach is a student at the University of
Kentucky's Martin School of Public Policy.
While pursuing a degree in Public Policy,
Zachary also serves on the Martin
School's Diversity, Equity, and Inclusion
Committee and acts as Alpha Phi
Omega's Vice President of Service.
His interests include LGBTQ
advocacy along with equitable
healthcare and housing policies.
In his free time, Zachary enjoys

hiking and bowling.











Working with the Mayor's Office of Communications was incredibly beneficial to both my personal and professional development. I was aided by incredibly competent professionals in creating a short film that both shined a light on the mayors initiatives and involved issues that are near and dear to me. I could not be more thankful for the skills that I gained from interning with the Mayors office this summer.

- BEVERLY BANFIELD

SYEP Participant



ATLANTA FIRE RESCUE INTERNSHIP CAPSTONE















The Atlanta Fire Rescue participated in the Summer Youth Employment Program to showcase the different divisions of Fire Safety within the City of Atlanta. The participants said their time at AFRD was filled with many educational moments, events, and creating hands on memories with the staff.













Samone Christian



Riley Heneghan



Edward Guiterrez



Malcolm Johnson

















Interning with the Atlanta Fire Rescue Department was an amazing experience. I was able to gain a lot of knowledge; getting to actually experience a day in a life of an firefighter was huge plus. Also, working directly in the Fire Chiefs Office I was able to foster great relationships. I am now employed as a Part-Time Employee with Atlanta Fire Rescue in the Fire Chief Office performing my same daily duties.

- ANIA WEBB

SYEP Participant







The "Get Into Industry" youth engagement initiative was designed to increase awareness and exposure to careers in aviation. This program created an opportunity for over 100 high school youth to gain hands-on technical training and earn \$15 an hour for their time and was part of the Mayor's Summer Youth Employment Program.



The summer jobs initiative included the participation of the Department of Aviation's (DOA) **23** business units, and bridges the link between the knowledge learned in the classroom to the world of working in the aviation industry.

In addition to working with assigned mentors throughout the DOA, all participating students engaged in weekly professional development training and behind-the-scenes Airport tour experiences. The outcome? Students who master the rigorous training and shadowing experience were equipped with basic industry knowledge to transition from high school into paid hourly positions at Hartsfield-Jackson Atlanta International Airport.



The SYEP Program not only introduced me to the world of aviation, but it allowed me a chance to connect with people that are presently standing in the same position I would like to see myself in a few years. The leaders of our community like Mayor Andre Dickens, and Mr.Bheodari (Airport General Manager) are building the necessary networks and opportunities that my generation needs to remind us that our options are limitless and that education along with determination-like the airport- can take us anywhere.

-HAJA BAH

SYEP Participant











APS had a total of 11 interns (across eight divisions)





Human Resources | Communications | Superintendent's Office | Academics | Instructional Technology | Center for Equity and Social Justice | Partnerships and Development | APS Board Office





Interns worked an average of 25 hours/week for seven (7) weeks





Total of 275 hours/week (based on 11 interns)





Total of 1,925 hours for the full seven (7) weeks (based on 11 interns)





Interns earned between \$20-\$25/ hour







PUBLIC PRIVATE PARTNERSHIPS + SYEP



Mayor Dickens- in conjunction with Atlanta Technical College and Acuity Brands - announced significant investments in local workforce development and training. These investments include a \$1.8 million bestowment to Atlanta Technical College's Center for Workforce Innovation, a \$50,000 contribution, and a \$150,000 promise from Acuity Brands.





The creation of this workforce development pilot program introduces trainees to three high-demand occupations: Electrician, CDL Driver, and Lab Technician. Funding will be used to pay for participant training, transportation, and support as deemed appropriate for this program. The City's excited about providing stackable credentials and career ladders for Atlanta residents.



accenture

Accenture's youth summer program, Learning to Lead, was offered to Atlanta Summer Youth Employment Program participants. This 5-week program operated from June 27 through July 29 for 35 Atlanta youth. Participants are paid a \$1,500 stipend in exchange of 20 hours of weekly engagement.

The Learning to Lead program was a hybrid schedule comprising 4-days virtual and 1-day in-person per week at the local Atlanta Midtown Accenture offices. During the in-person work day participants engaged in workshops, speaker series, teambuilding activities, and local offsite client visits.

Students selected for this program had to meet the following criteria:

Grade: Be a rising HS junior or senior

Program Focus: Have an interest in business and technology

Attendance: Allowed only 3 excused absences

Vaccination Status: Proof of vaccination or vaccine accommodation















PARTNER SPOTLIGHT

PARTNERSHIP FOR SOUTHERN EQUITY



Youth **18**Serviced



Completion Rate



Plan to Become

94%

Business Owner



\$20K Support

Each participant received a \$1,000 stipend, one group business project received a \$3500 stipend, and participants pitched for an additional \$1000 in startup grant dollars for their businesses. PSE also supported by paying startup costs (LLC and business license) for first-time entrepreneurs.

Funding provided by the Rockerfeller foundation and PSE's Just Capital program.

The HEY! Just Business Summer Intensive entrepreneurship program, implemented alongside trusted local partners like Helping Empower Youth, Village Micro Fund, Atlanta Influences Everything (AIE), and Chris 180, provided water entrepreneurs from NPU-V a four-week program that offered skill development, resources, and tools to fight poverty and create jobs in their community through successful entrepreneurial ventures.

Eighteen (18) students, ages 13-19 (one exceptional student age 10 who is a registered entrepreneur in the state) from the City of Atlanta were trained, focusing especially on those from the NPU-V neighborhood. This program focused on the tenants of effective social entrepreneurship with the goal to help youth entrepreneurs of color: Create jobs and income opportunities through the growth of local businesses; Improve community morale by restoring dignity, reigniting passion, purpose, and positive expectations; and position our youth to build wealth and discover new paths to financial freedom.

The HEY! Just Business Summer Intensive entrepreneurship program serves as a pilot under consideration for SYEP 2023.





My summer interning with the Atlanta Fire Rescue Department was an experience I would do all over again in a heartbeat! I met some amazing people who not only helped me build on my professional work and skills, but they also taught me life lessons and gave me great guidance as mentors. I got to experience everything that comes with Public Safety for the City of Atlanta such as, responding to calls with firefighters, working with the Inspections department to make sure all the businesses within the city of Atlanta were up to code in case of a fire, and giving back to my community through several food drives. All in all, my experience as an intern drove me to want to come back again. I am now a part-time employee, and I am still enjoying every minute of it! I am learning a lot and still networking with various employees throughout the City of Atlanta. Thank you for giving me this opportunity!

- SAMONE CHRISTIAN

SYEP Participant





A LOOK FORWARD

The 2022 Summer Youth Employment Program serves as the baseline for long-term planning and investments for the continued delivery of youth work-based learning activities in the City of Atlanta. While there is much more to be done, this initial offering met the goal of connecting Atlanta youth to viable career paths and opportunities. While there is much to be celebrated, the Dickens administration is laser-focused on ensuring that lessons learned, innovative program offerings, and access to resources guide the continued delivery of youth-centered programming to deliver best in class service to our community.

As such, the Mayor's Office has set goals in a few areas to accelerate preparation for the 2023 program including:

- Onboarding a third-party program manager for program administration
- Open Business and Participant Registration in April 2023
- Expand onsite registration and access to de-escalation training modules
- Expand access to financial literacy and banking opportunities for the unbanked participant population
- Expand Signature Programs to accommodate additional participants (multiple locations)
- Streamline the matching process for participants and businesses via automation
- Include an end-of-year celebration to honor all partners and participants



Summer Youth Employment Report

City of Atlanta | Mayor Andre Dickens